

BAB V

KESIMPULAN DAN SARAN

Kesimpulan

Dari penelitian yang telah dilakukan, maka dapat ditarik kesimpulan sebagai berikut :

1. Penentuan model CRM dan Web 2.0 yang tepat dalam mengimplementasikan suatu sistem E-CRM pada perbankan harus sejalan dengan keselarasan antara strategi CRM dan strategi IT yang direncanakan oleh perbankan itu sendiri. Pengembangan prototipe sistem E-CRM, ditentukan berdasarkan rencana strategis bank NTT terkait peningkatan layanan terhadap nasabahnya yang dianalisis menggunakan analisis SWOT sebagai salah satu sarana untuk menentukan strategi CRM yang tepat bagi bank NTT. Dari hasil tersebut ditemukan *social web* sebagai implementasi teknologi web 2.0 yang sesuai untuk pengembangan prototipe sistem E-CRM pada bank NTT.
2. Proses analisis dan perancangan prototipe sistem E-CRM pada bank NTT telah berhasil dilakukan melalui kombinasi antara fitur serta karakteristik *social web* dan tiga kategori aplikasi CRM yaitu *customer facing*, *customer touching*, dan *customer centric intelligence* untuk menghasilkan prototipe sistem E-CRM yang mampu menjawab kebutuhan strategi CRM bank NTT dengan total skor pada skala *Likert* sebesar **3.2** . Berdasarkan

3. hasil tersebut, diketahui kualitas prototipe sistem E-CRM Bank NTT berada pada rentang antara 2.41-3.2 pada Tabel *Range Score* (Tabel 24) yaitu tergolong dalam kategori standar.

5.2 Saran

Pengembangan aplikasi maupun prototipe sistem E-CRM pada perbankan menggunakan web 2.0 masih terbuka pada pemanfaatan secara maksimal sejumlah karakteristik web 2.0 seperti *mashup* maupun *wikis* dan *blog* untuk melakukan agregasi konten maupun manajemen data sehingga menghasilkan *rich content application* yang lebih baik sehingga mampu meningkatkan *customer experience* dalam menggunakan prototipe sistem E-CRM pada perbankan.

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